

## Agenda

Community Based Tourism (CBT) Conference and Expo 2025

“Building Resilient and Sustainable Communities that Innovate and Transform Tourism”

28-29 June 2025

Suria Ballroom, Suria Sabah Shopping Mall

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### TENTATIVE CONFERENCE AGENDA DAY 1

28 June 2025

Time	Program
8.30 am	Networking Morning Break Registration and Arrival of Participant
9.30 am	<b>Keynote Presentation</b> <b>Mr Rohizam Md Yusoff</b> <b>Champion, Tourism Productivity Nexus</b> <b>Malaysia Productivity Corporation (MPC)</b> <b>Under Ministry of International Trade and Investment</b>  Title: Visit Malaysia Year 2026 – Community-Based Tourism as the Pillar of the Tourism Nation. (Role of Industry and Alignment with National Growth)
10.00 am	<b>Presentation 1 - Education and Localising SDG for local development</b> Title: Building a Sustainable Tourism Culture Through Education  <i>Education is key to promoting sustainable tourism by influencing traveller behaviour, industry practices and community education empowers locals to participate in and benefit from sustainable tourism.</i>
10.30 am	<b>Presentation 2 - Economic</b> <b>Ms Maulita Sari Hani, Board of the Asian Ecotourism Network (AEN)</b>  Title: Profit with Purpose: Economic Benefits of Sustainable Tourism <i>Long-term economic resilience by preserving natural and cultural assets with addressed challenges like high initial costs can be achieved through strategic partnerships and policies and implementing sustainable tourism strategies results in profit with purpose, benefiting both businesses and communities.</i>
<b>Launching of the Community-Based Tourism Conference and Expo 2025</b>	
10.30 am	Arrival of Distinguished and Invited Guests at the Holding Room <b>(Internal)</b>
11.00 am	<b>Arrival of Guests of Honour</b>  1. YB Datuk Seri Panglima Haji Hajiji bin Haji Noor Chief Minister of Sabah ( <b>Tentative</b> )

	<p>2. His Excellency Edward Vrkic a.i (<b>confirmed</b>) Resident Representative United Nations Development Programme (UNDP)</p> <p>3. YB Datuk Seri Panglima Christina Liew (<b>confirmed</b>) Minister of Tourism, Culture and Environment Sabah</p> <p>4. YB Dato Joniston Bangkuai (<b>confirmed</b>) Chairman Sabah Tourism Board (also Assistant Minister of Tourism Sabah)</p> <p>5. Datuk Johan Mahmood Merican (<b>Tentative</b>) Secretary General Ministry of Finance, Malaysia</p> <p>6. Datuk Zahid Ismail (<b>Tentative</b>) Director General Malaysia Productivity Corporation (MPC) Under Ministry of International Trade and Investment</p> <p>7. Mr Rohizam Md Yusoff (<b>confirmed</b>) Champion, Tourism Productivity Nexus Malaysia Productivity Corporation (MPC) Under Ministry of International Trade and Investment</p>
11.10 am	<b>Welcoming Remarks</b> by Mr. Julinus Jeffrey Jimit Chief Executive Officer Sabah Tourism Board
11.20 am	<b>Keynote Address</b> by His Excellency Edward Vrkic a.i Resident Representative United Nations Development Programme (UNDP)
11.30 am	<b>Officiating Speech</b> by YB Datuk Seri Panglima Haji Hajiji bin Haji Noor Chief Minister of Sabah  or  YB Datuk Seri Panglima Christina Liew Minister of Tourism, Culture and Environment Sabah
11.40 am	Launching Gimmick
11.45 am	Distinguished and Invited Guests Visit to the Community Based Tourism Conference & Expo booth
12.00 pm	Networking Lunch
1.30 am	<b>International Exchange – Sharing Session</b>  <b>Success Story 1 – Thailand</b> <b>Wanipa Phanumat, Chief Operating Officer, Local Alike</b> Empowers local communities by fosters community development, creates jobs, and promotes cultural exchange while minimizing negative impacts through sustainable tourism practice.

	<p><b>Success Story 2 – Sabah, Malaysia</b>        Empowers local communities by fosters community development, creates jobs, and promotes cultural exchange while minimizing negative impacts through sustainable tourism practice.</p> <p><b>Success Story 3 – China</b></p> <p><b>(Sabah to propose)</b>        Empowers local communities by fosters community development, creates jobs, and promotes cultural exchange while minimizing negative impacts through sustainable tourism practice.        (Type/level of homestay promoted in China - sharing of national standard)</p> <p><b>Success Story - Bali, Indonesia</b>  <b>Prof. Dr. Agung Suryawan Wiranatha, Head of Centre of Excellence in Tourism, Udayana University</b>  <i>Empowers local communities by fosters community development, creates jobs, and promotes cultural exchange while minimizing negative impacts through sustainable tourism practice.</i>        (Local communities' participation on sustainability relation with INSTO)</p>
2.30 pm	<p><b>Presentation 3 – Environment</b>  <b>Adj. Prof. Anthony Wong Kim Hooi, Group Managing Director of the Frangipani Langkawi Resort &amp; Spa</b></p> <p>Title: Mass tourism vs Exclusive/Targeted Access  <i>Strategic Choice between destinations balancing economic objectives with environmental and cultural preservation to ensure sustainable tourism development.</i></p>
3.00 pm	<p><b>Presentation 4 – Partnership</b>  <b>Kingston Khoo, President of Eco-STEPS Malaysia</b></p> <p>Title: United for Impact - Strengthening CBT Through Strategic Alliances  <i>The power of collaboration and partnership in enhancing the effectiveness, sustainability, and reach of CBT. It underscores the idea that no single actor either a community, government, NGO, or private sector player can achieve transformative tourism outcomes alone. Strategic alliances are essential for sharing resources, expertise, and vision.</i></p>
3.30 pm	Networking afternoon break
4.00 pm	<b>Business to Business Session</b>
7.30 pm	<b>Welcoming and Networking Dinner</b>
10.00 pm	<b>End of Day 1</b>

TENTATIVE CONFERENCE AGENDA DAY 2

29 June 2025

Time	Program
8.30 am	Networking Morning Break Registration and Arrival of Participant
9.00 am	<b>Keynote Presentation</b> <b>Ms Nik Nazarina Nik Mohamad and Ms Emilly Christal Carol Tony</b> <b>Malaysia Productivity Corporation (MPC)</b>  Title: Sustainable Tourism for National Productivity: A Sharing of Best Practices
9.30 am	<b>Panel Discussion 1</b> Title: The Future of CBT – CBT Progress, Moving Forward and Policy Discussion  <b>Chairperson:</b> <b>Panel 1: (TBC)</b> <b>Panel 2: (TBC)</b> <b>Panel 3: (TBC)</b>  <i>Examining the future prospects of community-based tourism in the context of the current initiative, with a focus on strategies for advancement, adaptation, and resilience.</i>
10.30 am	<b>Speaker: Justine Vaz, Executive Director, The Habitat Foundation</b> <b>Facilitator: Mariam Ghani, Senior Programme Manager, The Habitat Foundation</b>  <b>Sustainable Tourism Network Malaysia: Leveraging the Network to Strengthen the Sector</b> <i>Introduction to the network with an industry-led panel session and case studies for successful Community-Based Tourism across Malaysia</i>  <b>Focus Group Discussion: Do Good, Travel Better by Enhancing the Visibility of Sustainable Tourism to Inspire Change</b> <i>Group sharing and discussion on Opportunities and Challenges for Community Based Tourism across Malaysia</i>  <b>Networking Session: Connections That Drive Sustainable Tourism</b> <i>A Networking Session for tourism players, community leaders, NGOs, researchers and government representatives to Learn, Share, and Innovate the Sector</i>
1.00 pm	<b>Lunch</b>
<b>Closing of the CBT Conference 2025</b>	
2.30 pm	Arrival of Distinguished and Invited Guests (Internal)
2.45 pm	Community Performance
3.00 pm	<b>Presentation 5</b> by (TBC)  <i>Closing and finding session for Panel Discussion 1 and the Focus Group Discussion with tourism industry stakeholders.</i>
3.30 pm	<b>Closing Address</b> by YB Datuk Joniston Bangkuai

	Assistant Minister of Tourism, Culture and Environment Sabah cum Chairman of Sabah Tourism Board
3.40 pm	<b>End of Day 2</b>

## TENTATIVE EXHIBITION AGENDA DAY 1

28 June 2025

Suria Sabah Mall

Time	Program
10.00 am – 10.30 am	<b>Live Cultural Demonstrations 1</b> <i>Showcase traditional crafts, cooking, music, or dance performances by local artisans or cultural ambassadors.</i>
11.00 am – 11.30 am	<b>Pocket Talk 1: Video design for marketing</b> <i>Local community leaders or representatives to share real-life success stories of CBT initiatives, highlighting their challenges, innovative approaches, and impact</i>
2.00 pm -2.30 pm	<b>Live Cultural Demonstrations 2</b> <i>Showcase traditional crafts, cooking, music, or dance performances by local artisans or cultural ambassadors.</i>
3.00 pm – 3.30 pm	<b>Food Tasting and Cooking Demos</b> <i>Offer tastings of traditional dishes or host cooking demos led by community.</i>

## TENTATIVE EXHIBITION AGENDA DAY 2

29 June 2025

Time	Program
10.00 am – 10.30 am	<b>Eco-Crafts and DIY Workshops</b> <i>Teach visitors how to make simple crafts or souvenirs using sustainable materials, led by local artisans.</i>
11.00 am – 11.30 am	<b>Live Cultural Demonstrations 3</b> <i>Showcase traditional crafts, cooking, music, or dance performances by local artisans or cultural ambassadors.</i>
2.00 pm -2.30 pm	<b>Pocket Talk 2: Meet the Women of CBT</b> <i>Women leaders in CBT to discuss their roles, challenges, and achievements.</i>
3.00 pm – 3.30 pm	<b>Live Cultural Demonstrations 4</b> <i>Showcase traditional crafts, cooking, music, or dance performances by local artisans or cultural ambassadors.</i>